

"The Thundering Herd" Is 7 Reels—7000 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky present  
ZANE GREY'S  
"THE THUNDERING HERD"  
With Jack Holt, Lois Wilson, Noah Beery and  
Raymond Hatton  
Screen play by Lucien Hubbard  
Directed by William Howard  
A Paramount Picture

PURPOSE: To Help You Sell the Picture to the

## "The Thundering Herd" Is a Spectacle Of Zane Grey's Epic Story of

### PUTTING IT OVER RIGHT

"The Thundering Herd" is a challenge to the showmanship of exhibitors. Here is a vital, absorbing Zane Grey story—a glorification of another important and impressive phase in the making of America, along the lines of "The Covered Wagon" and "North of 36."

Here is an epic photoplay that offers exhibitors an opportunity of drawing to their theatres those elements in their communities who ordinarily do not patronize the movies.

Preachers, teachers, patriotic societies, women associations, boy scout organizations—one and all will hail, endorse and approve this mighty Paramount picture.

To this group, exhibitors should point out the educational features and historical significance of the film; to the regular film fans—the fact that it is a photoplay chock-full of action, drama, power and love.

Tie-ups with schools—either an essay contest dealing with that period in history around which the story centers, or better still, a drawing contest of a buffalo—the winning drawings to be played in the lobby during the showing of the picture.

Book tie-up—this is always valuable particularly when you have such a popular author as Zane Grey. Besides the book-stores, tie-up with your local libraries. Get them to set aside a special table featuring Zane Grey's books, concentrating largely, of course, on "The Thundering Herd." Some interesting stills of the picture might well be added.

Lobby display—it should carry out the western atmosphere of the

story. Use cutouts of posters. Have a man dressed as an Indian and one in pioneer costume stand on each side of the box-office.

Ballyhoo—a half a dozen men dressed in pioneer costume riding through the town, each one carrying a sign: "On the way to the Rialto Theatre to prepare for 'The Thundering Herd'."

Teaser Ad—Insert the following in your newspaper: An open letter to the Chief of Police—Warn all inhabitants of..... that 'The Thundering Herd' is due to reach town on..... Signed—Chief of Publicity.

If possible, try to get the police authorities to rope off a whole street and plant a sign in the center reading: "This street reserved for The Thundering Herd." Similar signs should be planted on all empty lots.

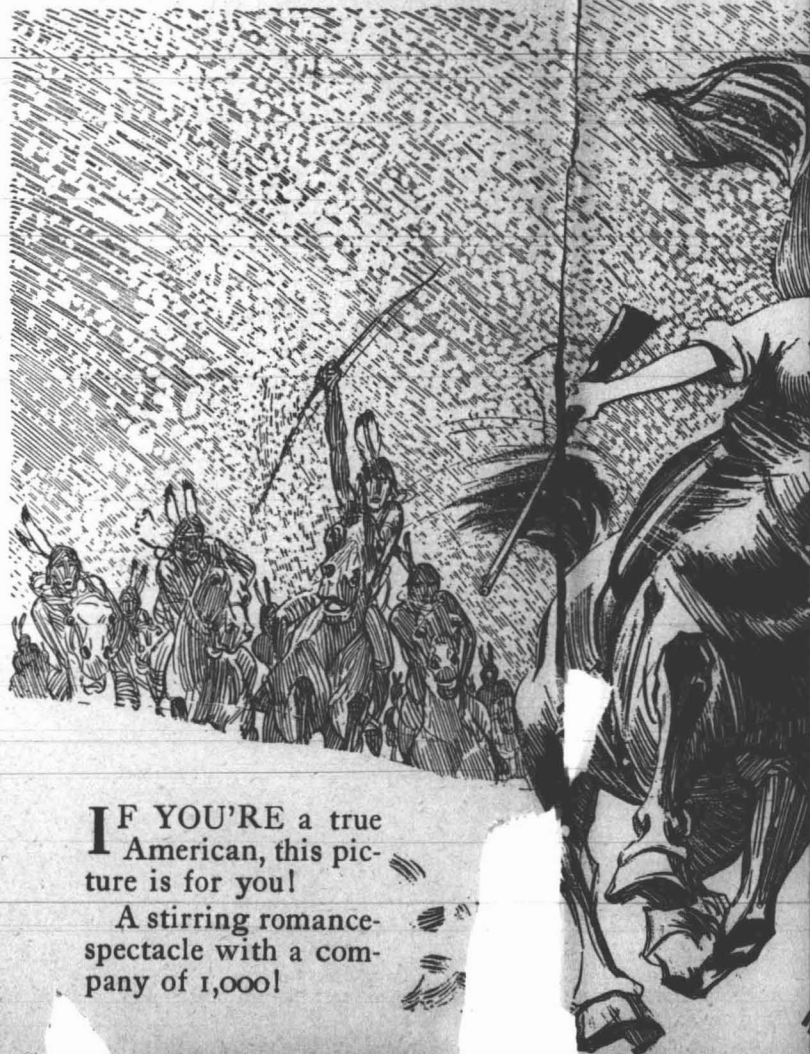
Tie-up with the zoo—if there is one in your town you might be able to borrow a buffalo for a ballyhoo. But you will surely be permitted to plant a sign calling attention to the fact that these buffalo are all that remain of the vast thundering herds that used to roam the western parts of the United States in 1876. Mention the picture and playdate.

Tie-ups with travel bureaus, telephone and electric light companies, automobile associations and dealers, radio stores, etc. In each case bring out the fact that

in 1876 they didn't have the conveniences and comforts that we enjoy in 1925.

Designate one night as "Pioneer Night." Offer free admission to any local veteran of the plains and get him to tell your audience some of his personal experiences.

In conjunction with the showing of this picture, get a few of the boy scouts in your town to give an exhibition of some of their stunts, such as making a fire without matches, etc.



IF YOU'RE a true American, this picture is for you!

A stirring romance-spectacle with a company of 1,000!

ZUKOR AND JESSE L. LASKY PRESENT

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"THE THUNDERING HERD"

Screen play by Lucien Hubbard—Directed by William Howard

Three-column Newspaper Advertisement 3

### Film Facts in Tabloid

#### Featured Players

Four of screendom's most popular favorites—Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton.

#### Director

William K. Howard. He has scored a distinct directorial triumph with this, his second and biggest picture for Paramount. His first was "The Border Legion."

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Milly Fayre..... Lois Wilson



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Anything in This Press Sheet May Be Reprinted

# SHEET

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A Paramount Picture

SE: To Help You the Picture to the Public.

## is a Spectacular Film Version c Story of the Early Romantic West



**with**  
**JACK HOLT**  
**LOIS WILSON**  
**NOAH BEERY**  
**RAYMOND HATTON**

**"THE THUNDERING HERD"**

Lucien Hubbard—Directed by William Howard

### Mighty Adventure - Drama 'Epitomizes Spirit of Pioneer America

**Mad Buffalo Stampede and Terrific Indian Battle  
Two of Many Tremendous Scenes in Picture  
—Notable Cast Featured**

HERE is a photoplay that tells a big, vital story in a bold, startling way. "The Thundering Herd" is one of the few really great epic pictures of America in the making—a worthy successor to "The Covered Wagon" and "North of 36."

Produced on the same spectacular and gigantic scale, it deals with another tremendously important period of American history. It illustrates the courage and sacrifices of those men and women who, in 1876, left their farms in Illinois and Indiana to settle the far west, which today includes the states of Wyoming and Montana. The picture vividly recreates the west as it was then—a vast wilderness ranged by great herds of buffalo and inhabited by fierce, nomadic Indians.

Much of the story was filmed on its actual locale, on locations personally selected by Zane Grey. Many of the scenes were taken in Yellowstone Park. Many others were photographed in the rugged and majestic mountains of the north—twelve thousand feet above sea level and one hundred miles from the nearest railway.

Against this picturesque and scenically beautiful background is reproduced one of the most stirring and significant chapters in "the winning of the west." Many exciting adventures fall to the lot of those hardy, red-blooded pioneers, and the picture faithfully depicts their hardships, dangers and privations.

Aside from its historical appeal, the picture is noteworthy because of its technical excellence. It has every necessary fan element—action, suspense, heart-interest, romance, drama and thrills. The stampede of the buffalo is a scene never to be forgotten, and the Indian attack is one of the most realistic bits of action ever flashed on the screen. These are but two of the many super-thrills in the film.

The direction of William K. Howard is a notable achievement. Although practically a newcomer to the ranks of producers, he displays in this production a directorial shrewdness that would do credit to a veteran.

The cast is perfect and includes some of filmdom's most popular favorites—Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton.

### Picture Pointers

"The Thundering Herd"—something more than a spectacular, romantic adventure-drama. It is a living, breathing document, vivid, historically accurate and fascinating.

To the students of history it will be an inspiration; to the school-boy it will be an education, and to the average picture-goer it will be a revelation.

"The Thundering Herd"—recreates a stirring chapter in the "winning of the west."

It is a story that thrills the imagination, kindles the emotions and satisfies that fundamental human desire for adventurous action, romantic love and heroic deeds.

"The Thundering Herd"—an accurate portrayal of the struggles, sufferings and sacrifices of those sturdy pioneers who in 1876 advanced the outposts of civilization by blazing a new trail.

How I Came to Write

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and two of his men. In the gun fight that follows, Tom is shot and severely wounded. Milly is hustled away by Jett who moves on immediately with his outfit.

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ree-column Newspaper Advertisement 3A



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### Director

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### Author

Zane Grey, the ablest living writer of stories of the early West.

### Scenarist

Lucien Hubbard. His screen adaptation is a faithful transcription of the novel. He has captured all the essential drama and flavor and spirit of the story with the result that "The Thundering Herd" is something more than a picture—it is an enduring record of the greatness of our own American heritage.

### Type of Story

A magnificent picturization of the west of yesterday—of a wilderness ranged by great herds of buffalo and the home of marauding Indians. The time is 1876, the most dangerous and romantic period of western history. The first immigrant trains have already crossed the prairies and the Indians realize they must fight to protect themselves against the invasion of civilization.

### Highlights

There are some tremendous scenes in this picture—several mighty thrills never before shown on a motion picture screen.

The spectacular buffalo stampede is sure to arouse even the most blasé of picture-goers to a frenzy of excitement. It's a scene fraught with lightning action and breathless suspense. In trying to escape from the Indians, Miss Wilson finds herself in the path of a thundering herd of buffalo. Only through the bravery and quickness of Holt is she saved from death.

Another scene charged with dynamic thrills is the great Indian battle. Suddenly attacked by the Indians, the white men defend themselves as best they can, but discover that they are about out of shot. Holt makes his way to an outlying wagon and returns in the nick of time with enough ammunition to swing the tide of victory.

There are a host of other adventurous incidents: the meeting of the chiefs of the various Indian tribes; the saving of Charles Ogle by Jack Holt; the fight in the dance-hall; the wanton slaughter of the buffalo; the shooting of Holt by Beery; the first big snowstorm during which Ogle is slain by the Indians; and the fight between members of the Beery outfit in which all save Miss Wilson are killed—these, to mention but a few, are the highspots in this gigantic production.



IF YOU'RE a true American, this picture is for you!

A stirring romance-spectacle with a company of 1,000!

THOR AND JESSE L. LASKY PRESENT

## Zane Grey's "THE THUNDERING HERD"

Screen play by Lucien Hubbard

Three-column Newspaper Advertisement

## A Romance of the Old West

AT Sprague's Trading Post, in the spring of 1876, scores of buffalo hunters are outfitting in preparation for a long drive to the buffalo fields of the far west.

Among the new-comers is Tom Doan, a stalwart youth, fresh from a farm in Kansas, who joins a party of hunters headed by Clark Hudnall. While awaiting the arrival of the other members of the company, Tom meets and falls in love with Milly Fayre, who is included in a caravan captained by Randall Jett, a bully, gambler and all-around bad man. Jett's party moves on before Tom has an opportunity to see Milly again.

The caravan to which Tom belongs is finally assembled and they line out for the buffalo fields. Days lengthen into weeks, weeks into months. Still they forge ahead.

At last the buffalo! Millions of them! The slaughter starts. The men shoot until their guns are too hot to hold. The plains are dotted with carcasses. Tom becomes disgusted with the wholesale massacre. He cares little about the money derived from the sale of the hides. His one thought is centered on Milly, of whom he has seen no sign since they parted.

One day, while strolling by a river, he meets her. There is a moment's pause; and then, impulsively, they rush into each other's arms. Milly explains that Jett is her guardian, having married her mother whom he sent to an early grave through abuse.

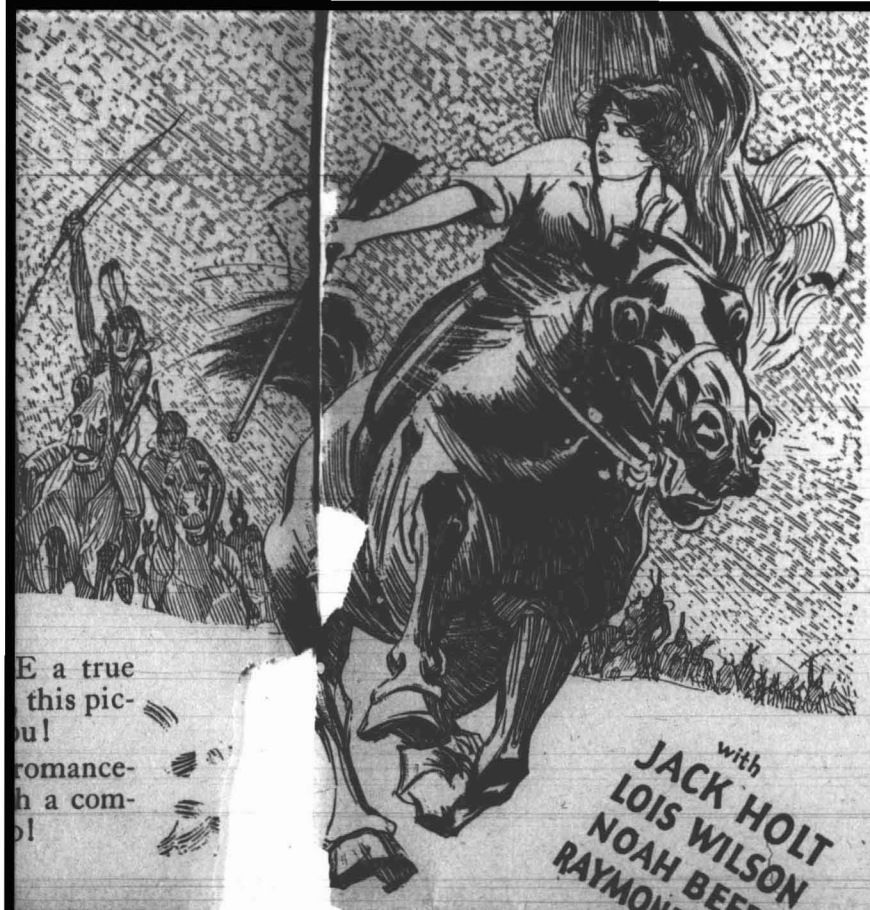
The reunion of the young lovers is suddenly interrupted by the unexpected appearance of Jett

Tom Doan.....  
Milly Fayre.....  
Randall Jett.....  
Jude Pilchuk.....  
Clark Hudnall.....  
Burn Hudnall.....  
Mrs. Clark Hudnall.....  
Mrs. Randall Jett.....  
Ory Tacks.....  
Sally Hudnall.....  
Pruitt.....  
Catlett.....  
Follansbee.....  
Joe Dunn.....

Jack Holt.....  
Lois Wilson.....  
Noah Beery.....  
Raymond Hatton.....  
Charles Ogle.....  
Ed. J. Brannigan.....  
Pat Hartigan.....  
Fred Kohler.....  
Robert Peck.....

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L. LASKY PRESENT

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# THE THUNDERING HERD

by Lucien Hubbard—Directed by William Howard

Three-column Newspaper Advertisement 3A

## Romance of the Old West

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Jude Pilchuk.....	Raymond Hatton
Clark Hudnall.....	Charles Ogle
Burn Hudnall.....	Ed. J. McCoy
Mrs. Clark Hudnall.....	William Leighton
Mrs. Randall Jett.....	Eulalie Jensen
Ory Tacks.....	Stephen Carr
Sally Hudnall.....	Maxine Elliott Hicks
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to fall and this, coupled  
with the fact that rumors  
have reached them the Indi-  
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buffalo hunters to leave for  
Sprague's Post. Hudnall  
delays his return and, while  
out hunting, is slain by the  
Indians.

The latter then attack the caravan. There is a  
terrific battle in which Tom turns the tide of vic-  
tory by making his way to an outlying ammunition  
wagon when the white men are about out of shot.

Meanwhile, a quarrel arises in the Jett camp,  
which develops into a bitter fight in which all are  
killed. Milly makes her escape in a wagon but is  
discovered and pursued by a band of Indians.

The snow and continued activity of the hunters  
have started the great herd of buffalo on a wild  
stampede. The Indians are about to overtake Milly  
when the stampede cuts them off. But the girl now  
finds herself in peril from the charging buffalo. As  
she gallops the horses at top speed, the wagon is  
wrecked and she is thrown in front of the mad-  
dened herd.

It is at this crucial moment that Tom providen-  
tially appears. In the nick of time he snatches her  
up into the saddle and rides with her up a steep  
snow slide as the buffalo thunder past.

The following morning, Tom and Milly, happily  
reunited, return to civilization.

## Mad Buffalo Stampede and Terrific Indian Battle Two of Many Tremendous Scenes in Picture —Notable Cast Featured

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advanced the outposts of civilization by blazing a new trail.

## How I Came to Write "The Thundering Herd"

By Zane Grey

It would take a long time to tell all about how I came to write  
"The Thundering Herd"—almost as long as it took to write the  
book. But perhaps I can give you some idea in short space.

In the first place, some fifteen years ago I had the great good  
fortune to become a friend of the old plainsman, Buffalo Jones, and  
he took me on some wild trips to the North Rim of the Grand  
Canyon. He was really the saviour of the buffalo—that is to say,  
he captured most of the buffalo calves, from which have descended  
all the buffalo living today. Naturally, I became wonderfully in-  
terested in these fine, big animals.

One day I was pretty much scared by Jones' cowboys, who put  
me on a white horse that the buffalo hated, and the whole herd took  
after me and chased me all over the desert. Not until afterwards  
did the cowboys tell me that the white horse thought it was play,  
and could never have been caught by the buffalo.

From Buffalo Jones I first heard about the millions of buffalo  
on the plains, in the early days—the vast thundering herds—and  
the stories of how they were massacred for their hides and bones.  
Hides sold as cheap as twenty-five cents. This slaughter was one  
of the bloodiest carnages in the history of the world, and a terrible  
blunder. For the buffalo were superior to cattle, and would have  
enriched our great West. But they were butchered in a few short  
years.

I determined to write the story of the vanishing of the thunder-  
ing herds, and set about getting my material. A few years ago I  
visited the plains of Kansas, Oklahoma and the Pan Handle of Texas,  
to make myself familiar with the prairie land where the vast herds  
used to roam. I found deep buffalo wallows and trails, but no other  
signs of the American bison. Then from all I had gathered I wrote  
"The Thundering Herd."

I hope all my readers and film fans will be interested in the  
story, not only because I have tried to draw a true picture of the  
extermination of one of the most wonderful of our own American  
animals, but also that it may give you the impulse toward conserva-  
tion of what wild life still exists in our great country.

\*From the "OUR BOYS" Magazine.



Here's a Picture that Merits a Heavy E  
Paramount Gives You Everything



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

# ZANE GREY'S "The Thundering Herd"

A Paramount Picture

with  
**JACK HOLT**  
**LOIS WILSON**  
**NOAH BEERY**  
**RAYMOND HATTON**

Screen play by  
Lucien Hubbard

Directed by  
William Howard

HERE is no ordinary Western picture. This is a masterpiece!

A thrilling romance of the buffalo hunters of '76.

With a cast of 1,000!

Four-column Newspaper Advertisement 4A

CROSS WORD  
PUZZLES—

TWO-COLUMN cross word puzzle newspaper mats—similar to the one on "The Thundering Herd" illustrated below—are available on each of the "Second Famous Forty" Pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!

1		2		3	4	5		6	7		8
		9	10				11				
12	13		14						15	16	
17		18						19			
20			21		22		23				
	24			25				26	27	28	

"The Thundering Herd" Has Theme  
of Immense Historical Importance

That the screen is the best medium for the reproduction of historical periods in proper perspective has once more been exemplified in Zane Grey's "The Thundering Herd," which William K. Howard directed for Paramount. It comes to the (name of theatre) on (date).

To view the story in one's mind, it is necessary to picture the west as it was in 1876—to see it as a vast wilderness, ranged by great herds of buffalo, the home of marauding Indians, wolves and mountain lion.

The chiefs of the Kiowas, Cheyennes, Comanches and Arapahoes are discussing the year's hunting. They are at peace. Buffalo are plentiful. The Great Spirit is good.

From the east comes a messenger from the Osages with news that great parties of white men are killing buffalo by the thousand. Soon they will all be exterminated. The Indians will starve.

At Sprague's Trading Post, scores of buffalo hunters are outfitting or bringing in their wagons loaded with hides. The place is bustling with the hectic life of a boom town.

Among the new arrivals is Jack Holt who joins a party of hunters headed by Charles Ogle and Raymond Hatton. While awaiting the arrival of other members of the company, Holt meets and falls in love with Lois Wilson, who is included in the party of Noah Beery, a bully and a general bad man.

Beery's party meets first and separated. Holt and Miss Wilson are together. The caravan to the west is finally a line out for the west. weeks, weeks they forge ahead.

At last the buffalo men shoot until the hot to hold. The with carcasses. gusted with the and throws his cares little about from the sale of the thought is centered on Miss Wilson, they parted.

When they meet, Miss Wilson tells of her relation she talks, the figure of Beery rises at Holt, he fires! levelling a pistol he fell; Beery and Holt is left where immediately — taking Miss Wilson to camp and, in the drags himself back The snow and time, recovers. the continued activity of the army of buffalo hunters have started the great herd on a wild stampede. Miss Wilson has a choice of two things. She can surrender to the Indians or gallop her horses into the stampede.

Miss Wilson saves her fragment go to the entire story escapes; how Holt a still greater danger of the most dramatic



# a Heavy Exploitation Campaign Everything You Need at Less Than Cost

## Thundering Herd



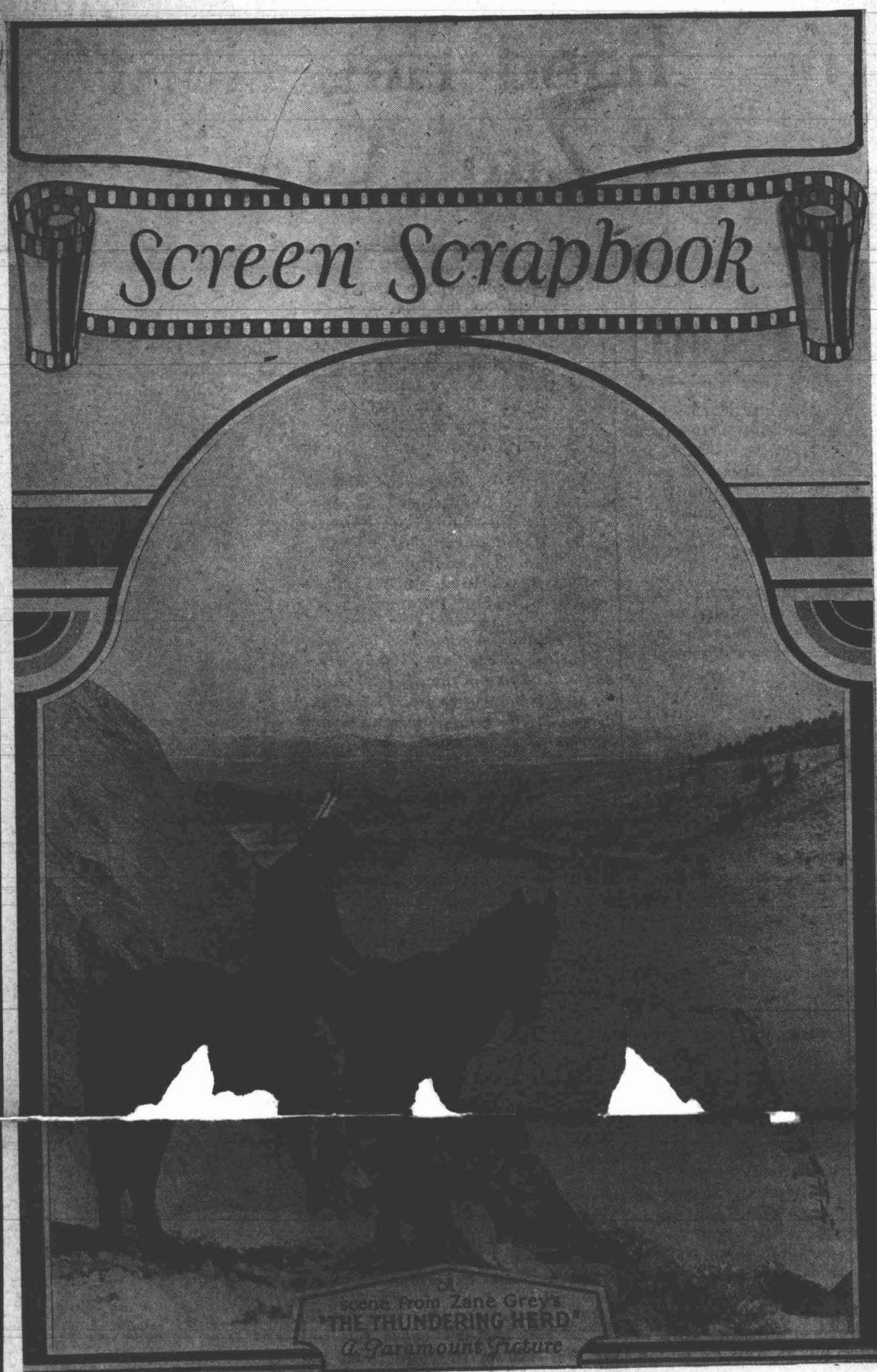
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entire story.

## Four - Page Roto Magazine



Above is a reproduction of the striking cover of the four-page roto magazine offered to exhibitors on this production. If you want to get their money at the box-office, let them glance at this. It's packed with the stuff that fans eat up.

Ask your local Ad Sales Manager to explain the many tie-up angles to this roto and also how you can convert the back page into a wonderful dividend-paying proposition.

A thousand for only \$7.50. Investigate!



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A thrilling romance of the buffalo hunters of '76.  
With a cast of 1,000!



Four-column Newspaper Advertisement 4A

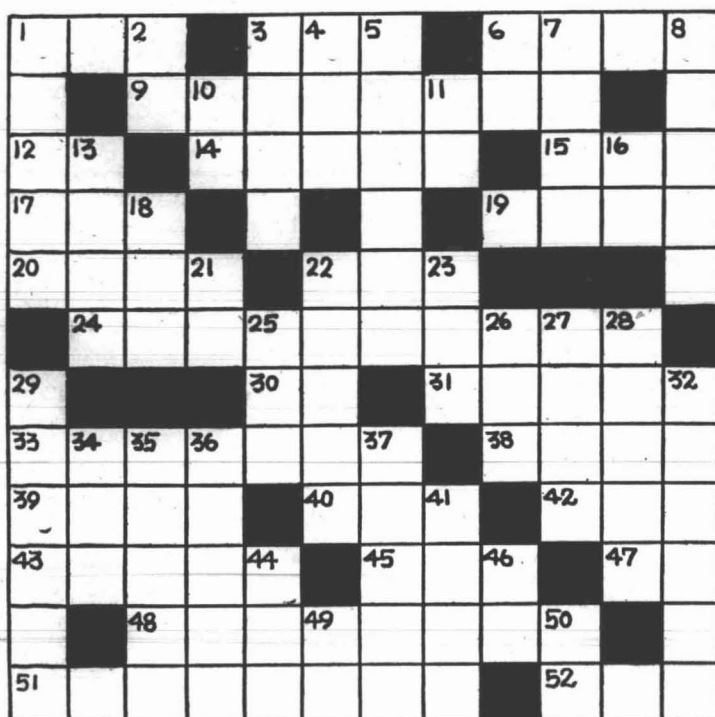
## CROSS WORD PUZZLES—

**T**WO-COLUMN cross word puzzle newspaper mats—similar to the one on "The Thundering Herd" illustrated below—are available on each of the "Second Famous Forty" Pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!



### HORIZONTAL

1. Definite article
3. A beverage
6. Girl's name
9. Line extending in same direction
12. Like
14. A slight offense
15. Girl (slang)
17. Sir (Negro dialect)
19. Man's name
20. Crowd together
22. Wrath
24. Giving forth thunder
30. Grandchild (Scot.)
31. Suffix used in forming collective names of plants
33. Not lawful
38. The star of "North of 36"
39. King of beasts
40. Guided
42. French Marshal under Napoleon
43. Word of unknown meaning (Bib.)
45. Married woman (abbr.)
47. Sergeant Major (abbr.)
48. To usurp
51. Recently hatched
52. Even (poet.)

### VERTICAL

1. Waste matter
2. Epistle (abbr.)
3. Ensnare
4. Water (French)
5. Attract
6. The (French)
7. Girl's name
8. Sullenly cross
10. Africa (abbr.)
11. Lieutenant (abbr.)
13. Fatty tissues
16. Affected by (suffix)
18. His Royal Highness (abbr.)
21. You (German)
22. Fanciful
23. Period of time
25. A small mug (prov.)
26. I (German)
27. Gaseous element
28. Wind storms
29. Heroine of "The Covered Wagon"
32. The root of a word
34. An untruth
35. Girl's name (poss.)
36. To make into a law
37. An oval, orange-like fruit
41. Haul
44. High cost of living (abbr.)
46. South Carolina (abbr.)
49. Rhode Island (abbr.)
50. Pronoun

THUNDERING HERD

Two-column Press Advertisement 2AX

## "The Thundering Herd" Has Theme of Immense Historical Importance

That the screen is the best medium for the reproduction of historical periods in proper perspective has once more been exemplified in Zane Grey's "The Thundering Herd," which William K. Howard directed for Paramount. It comes to the

To view the story in one's mind, it is necessary to picture the west as it was in 1876—to see it as a vast wilderness, ranged by great herds of buffalo, the home of marauding Indians, wolves and mountain lion.

The chiefs of the Kiowas, Cheyennes, Comanches and Arapahoes are discussing the year's hunting. They are at peace. Buffalo are plentiful. The Great Spirit is good.

From the east comes a messenger from the Osages with news that great parties of white men are killing buffalo by the thousand. Soon they will all be exterminated. The Indians will starve.

At Sprague's Trading Post, scores of buffalo hunters are outfitting or bringing in their wagons loaded with hides. The place is bustling with the hectic life of a boom town.

Among the new arrivals is Jack Holt who joins a party of hunters headed by Charles Ogle and Raymond Hatton. While awaiting the arrival of other members of the company, Holt meets and falls in love with Lois Wilson, who is included in the party of Noah Beery, a bully and a general bad man.

Beery's party m

Holt and Miss W

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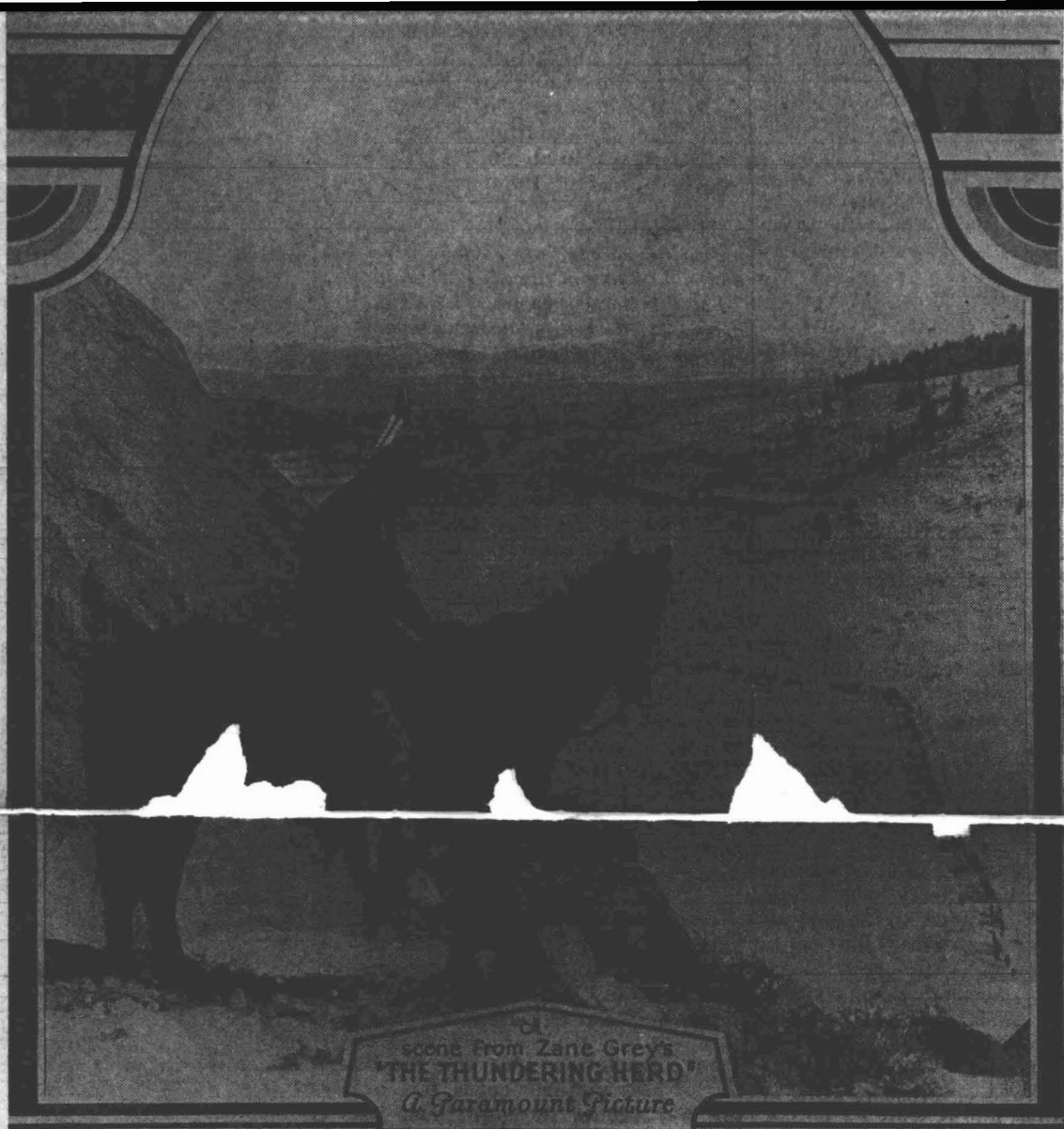
Jack Holt, Lois Wilson and Noah Beery in Zane Grey's "The Thundering Herd" A Pa

Three-column Production Mat 3P



## "Thundering Herd" Has Theme of Historical Importance

best medi- Beery's party m first and  
of histori- Holt and Miss Wi separated.  
ective has The caravan t Holt be-  
ed in Zane longs is finally a and they  
g Herd," line out for the elds—far  
l directed to the west. hen into  
es to the weeks, weeks s. Still  
they forge ahead.  
s mind, At last the bu Millions of  
west as them! The slaue starts. The  
s a vast men shoot until t guns are too  
at herds hot to hold. The as are dotted  
rauding with carcasses. becomes dis-  
in lion. gusted with the v esale butchery  
Cheyen- and throws his n away. He  
noes are cares little about money derived  
g. They from the sale of t aides. His one  
lentiful. thought is center on Miss Wilson,  
of whom he has a no sign since  
they parted.  
essenger When they meet, Miss Wilson  
ws that tells of her relations with Beery. As  
are kill- she talks, the figure of Beery rises  
Soon behind them and levelling a pistol  
d. The at Holt, he fires! Holt is left where  
he fell; Beery and his party depart  
Post, immediately—taking Miss Wilson  
e outfit- with them. Holt drags himself back  
wagons to camp and, in time, recovers.  
place is The snow and the continued ac-  
te of a tivity of the army of buffalo hunters  
is Jack have started the great herd on a  
hunters wild stampede. Miss Wilson has a  
ad Ray- choice of two things. She can sur-  
ing the render to the Indians or gallop her  
of the horses into the stampede.  
falls in Miss Wils escapes; how Holt  
p is in- a still greater dan-  
Beery, a ger go to ma-  
man. tratic and th ne of the most dra-  
entire story ng sequences in the



Above is a reproduction of the striking cover of the four-page roto magazine offered to exhibitors on this production. If you want to get their money at the box-office, let them glance at this. It's packed with the stuff that fans eat up.

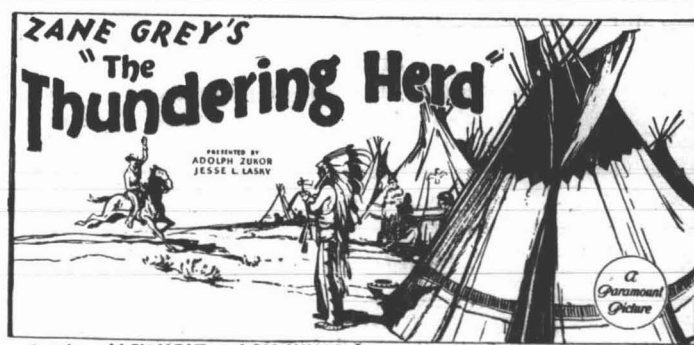
Ask your local Ad Sales Manager to explain the many tie-up angles to this roto and also how you can convert the back page into a wonderful dividend-paying proposition.

A thousand for only \$7.50. Investigate!



Jack Holt, Lois Wilson and Noah Beery  
"The Thundering Herd" A Paramount Picture

Three-column Production Mat 3P



With JACK HOLT, LOIS WILSON, NOAH BEERY, RAYMOND HATTON

THE buffalo hunt is on again! Thousands of bison stampede across the plains, white man and Indian meet and clash—the whole thrilling spectacle of '76 is reborn in the greatest Zane Grey picture of them all!

1,000  
people!  
2,000  
buffalo!

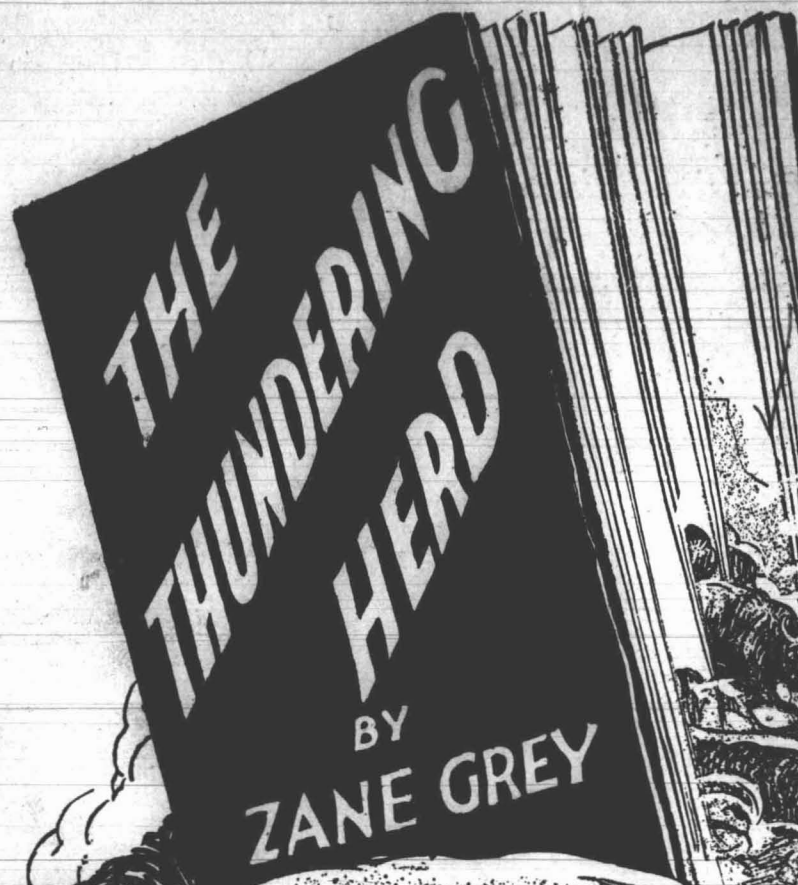
Screen play by Lucien Hubbard—Directed by William Howard

Two-column Supplementary Press Ad 2ASX



FEB 26 1925

ADOLPH ZUKOR AND JESSE L. LASKY



ZANE GREY

©CIL 21180

The TH

A  
Paramount  
Picture

WITH  
**JACK HOLT**  
**LOIS WILSON**  
**NOAH BEERY**  
**RAYMOND HATTON**

**H**AVE you seen "The Covered Wagon" or "North of 36"?

If you have, you'll know what we mean when we say that "The Thundering Herd" belongs in the same class.

The story by Zane Grey has the same historical importance.

The production is of the same gigantic dimensions.

The result is just as thrillingly entertaining.

Picture the setting—the Western wilderness of 1876.

Enormous herds of buffalo running wild across the plains. The rush of pioneers to the new fields of fortune. The wanton slaughter of the buffalo by the hide-hunters, inciting the Indians to new and savage uprisings.



Story by



ZUKOR AND ESSE L. LASKY PRESENT

NE GREY'S

# he Thundering Herd





*A  
Paramount  
Picture*

WITH  
**JACK HOLT  
LOIS WILSON  
NOAH BEERY  
RAYMOND HATTON**



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Picture Zane Grey's greatest romance against that thrilling background!

With a company of 1,000 recreating the amazing scenes and 2,000 maddened buffalo in a REAL stampede.

And the stampede is just ONE clap of thunder in this drama of thundering thrills!



✓ Story by  
✓ Zane Grey ✓

✓ Screen play by  
✓ Lucien Hubbard ✓

✓ Directed by  
✓ William Howard ✓

**Greatest American Romance Since**

*(Other Features)*

**Theatre N**





Grey  
 play by  
 Hubbard  
 ed by  
 Howard

mance Since ***"The Covered Wagon"!***

eatre Name (Playing Dates)





# Zane Grey's "The Thundering Herd" ADVERTISING MATERIAL TO RO

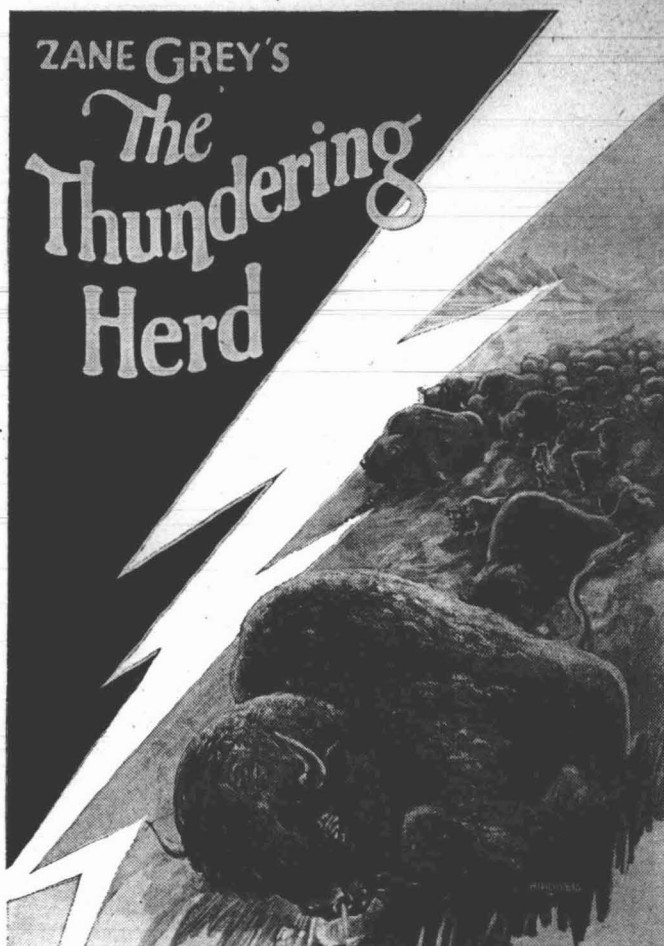
NOTE TO EXHIBITORS: Your Paramount Exchange has mats of all this Press Book. Also cuts of one, two and two-column

## Attractive Four-Page Colored Herald

To the right is illustrated the striking herald cover on "The Thundering Herd."

The original is the same size, but is colored in rich, eye-catching tones.

Ask your Ad Sales Manager to show you a sample!



Double-page spread is meaty with punch scenes from picture and great talk

Back page left blank for your theater name, play dates, etc.

Only \$3.00 per 1,000.

Showmen, get busy!

## Catchy Copy to Catch Crowds

A tale of the pioneers who made history, in a picture that makes history too.

The stars of "North of 36" in another big romance of the pioneer West.

A spectacular romance of the same tremendous proportions as "The Covered Wagon."

It isn't just another Western picture—it's another "Covered Wagon."

Watch for a stampede of thrills when "The Thundering Herd" arrives.

Zane Grey's stirring narrative of the rush to the buffalo fields of the far West.

More thrills than all the other Zane Greys put together!

It has all the thrill of America's making—and it's making all of America thrill!



with LOIS WILSON, NOAH

Thousands of fear-n  
stampeding acro  
C...ousand blood-t  
attacking a caravan!  
J...two of the many  
most spectacular West  
since The Covered W

## Thundering Thrills!

Zane Grey's thrilling romance of the buffalo hunt days of '76. Filmed on a vast, panoramic scale.



# THE RIA

Two column Supplementary See also other style of



# Grey's "The Thundering Herd"

## MATERIAL TO ROUND UP THE FANS

Paramount Exchange has mats of all the ads and production scenes illustrated in also cuts of one, two and two-column supplementary ads.



### Thundering Herd

Double-page spread is meaty with punch scenes from picture and great t

Back page left blank for your theatre name, play dates, etc.

Only \$3.00 per 1,000.

Showmen, get busy!

**A SPECTACULAR** romance of the West with 1,000 people, 2,000 buffalo, countless thrills. The biggest Zane Grey picture ever made.

One-column Press Ad 1A

## Two Styles of Trailer on "Thundering Herd"

Trailers on all Paramount Pictures are distributed by National Screen Service, Inc., with offices at 126 West 46th St., New York City; 845 S. Wabash Ave., Chicago, Ill. and 917 So. Olive St., Los Angeles, Cal. Paramount exchanges at Seattle, Wash.; Charlott, N. C.; Dallas, Tex.; Oklahoma City, Okla.; and Sioux Falls, S. D., also carry a complete stock of National Screen Service Trailers on Paramount Pictures. If you are served by any of these five exchanges, get your Trailers from the exchange. Otherwise order from the nearest National Screen Service office. In either case you can positively get a Trailer on any Paramount Picture within twenty-four hours of ordering.

Paramount Trailers are in two styles: Regular Service and De Luxe.

### Service Trailers

Regular Service Trailers are issued on all Paramount Pictures. They consist of 75 feet of film, including two or three good selling titles and five or six carefully selected punch scenes from the picture. They sell for \$5 during the first four months after release date, with a refund of \$1.50 if returned within two weeks of booking. After four months they sell for \$2.50, with \$1 refund if returned in two weeks. Regular Service Trailers thus cost you \$3.50 or \$1.50 net, depending on when you play the picture.

### DeLuxe Trailers

De Luxe Trailers are issued on certain special Paramount productions. They are very elaborate, distinctly quality products consisting of 200 feet of film, including ten or more art (in some cases animated) selling titles and over 100 feet of punch scenes from the picture. They cost \$12.50, with a \$5 refund if returned within three weeks. De Luxe Trailers thus cost \$7.50

### Monthly Service

National Screen Service, Inc., offers a Regular Trail by which you can secure Trailers on the productions, including Paramount, at the cost of \$1.00 per month, no matter how many bookings you have. De Luxe Trailers at a special price.

free of charge, special animated openings and closings with your own theatre name on them. There are several styles of these and they are frequently changed without cost to you. You also get, free of charge, "combination day sets," which are animated titles reading "Monday and Tuesday" or "All Week, Starting Sunday" or any other possible combination. Regular monthly customers just send their bookings in weekly to the nearest National Screen office. The Trailers come in automatically, without further trouble and in ample time.

### Animated Titles

National Screen also offers special holiday greetings animated titles for every holiday in the year. These are of three classes, costing \$10, \$6 and \$3, and with \$5 extra for superprinting the name of your theatre on them.

Paramount Trailers are prepared by the Paramount production and advertising department in cooperation with National Screen Service, Inc., and distributed exclusively by the latter concern. They are the most valuable kind of advertising you could possibly secure. An exhibitor who is not a Trailer user is overlooking a wonderful bet.

**YOU CAN GET A SERVICE OR A DE LUXE TRAILER ON "THE THUNDERING HERD"**

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**THE TRIALTO**

Two-column Supplementary Press Ad 2AS

See also other style on Page 4)



size, but is colored in rich,  
eye-catching tones.

Ask your Ad Sales Man-  
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ADOLPH ZUKOR AND JESSE L. LASKY PRESENT  
**ZANE GREY'S**  
*A Paramount Picture*



with

LOIS WILSON, NOAH

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camping ac-  
Cousand blood-  
attacking a caravan!  
J two of the man-  
most spectacular Wes-  
since The Covered W

**THE RIA**

*Two-column Supplementar*  
See also other style

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*A Paramount Picture*



with  
**JACK HOLT, LOIS WILSON,  
NOAH BEERY, RAYMOND HATTON**



Jack Holt in Zane Grey's  
"The Thundering Herd"  
A Paramount Picture

Production Mat 1PA



Lois Wilson in Zane Grey's  
"The Thundering Herd"  
A Paramount Picture

Production Mat 1PB

**Special**

Above is illustrated the  
available to exhibitors on  
Colored in bold, come  
see it a mile off.

Substantially made an



or your theatre name,

lay dates, etc.

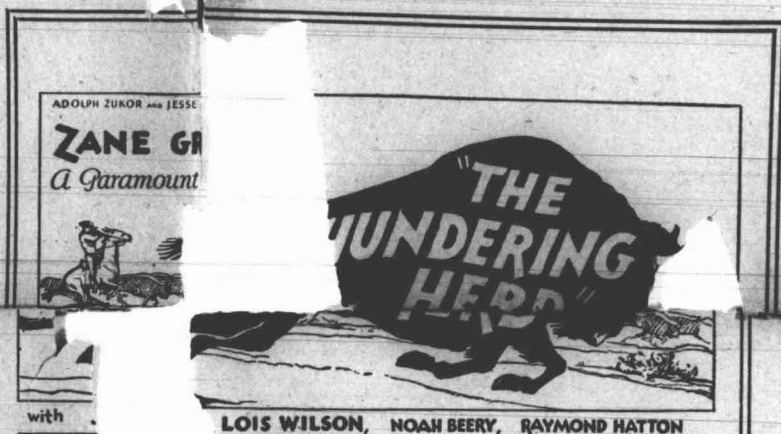
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One-column Press Ad 1A



**T**housand fear-maddened buffalo stampeding across the plains! Thousand blood-thirsty Indians attacking a caravan! Just two of the many thrills in the spectacular Western romance 'The Thundering Herd.'

**THE TRIALTO**

Two-column Supplementary Press Ad 2AS  
See also other style on Page 4)

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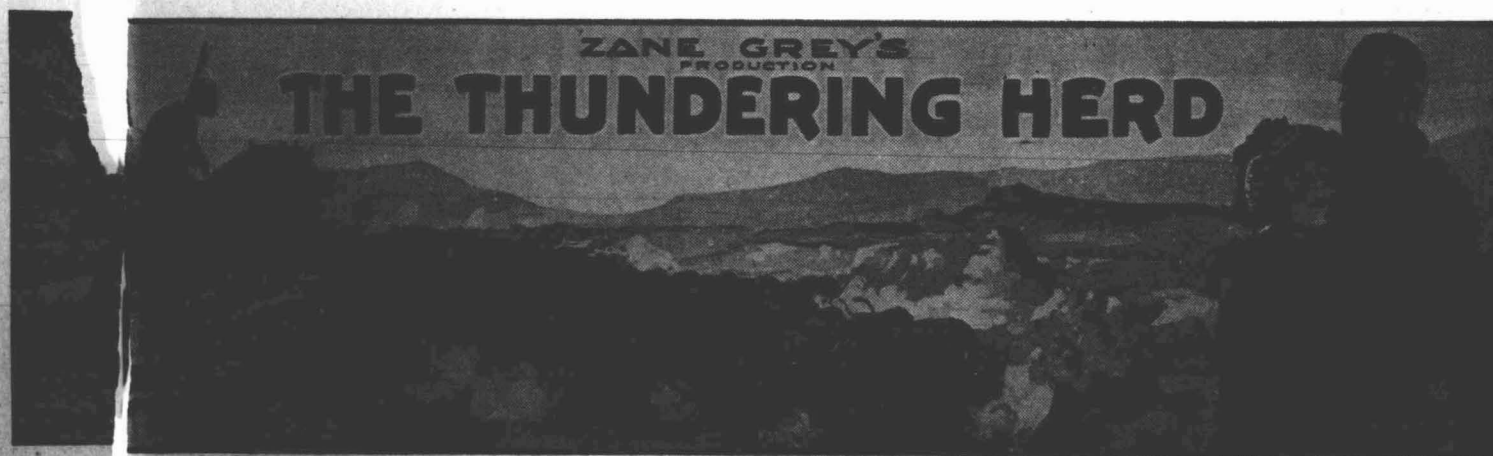
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**YOU CAN GET A SERVICE OR A DE LUXE TRAILER ON "THE THUNDERING HERD"**

## Special Banner on This Production



Above is illustrated the special 3' x 10' banner available to exhibitors on this picture.

Colored in bold, commanding tones. They'll see it a mile off.

Substantially made and worth many times the

cost in the results they'll bring. You get them ready to hang, at the cost price of \$2.00 each.

You need this great piece of advertising in your campaign.



# Stampede the film fans to your box thunderin' good newspaper, pu

## "The Thundering Herd" Filmed Under Difficulties

Paramount Director Relates Inside Story of the  
Picturization of Zane Grey's Historical Novel

By William K. Howard

IN the twenty-two years motion pictures have been in existence, every phase of western life and western history has been photographed save the most important story of all—that of the American buffalo.

Now, for the first time, the true story of the bison has been told in celluloid.

Perhaps one of the reasons for the lack in the past of motion pictures showing the buffalo is the difficulty of obtaining the animals and handling them. In 1870, approximately eight million buffalo roamed the Great Plains west of the Mississippi River. Today, there are scarcely four thousand in the entire United States.

When Paramount undertook to produce Zane Grey's "The Thundering Herd," one of the first problems confronted was securing a sufficient number of animals to put over the tremendously big scenes effectively.

Men from the studio location department scoured the country in search of a large herd. After many weeks they returned with the report that in Yellowstone National Park, Wyoming, there were several big herds scattered over the reservation.

Permission was then obtained to band these herds into one great body. This in itself was a prodigious task and took several weeks.

Once the animals were herded, a big company from the Paramount studio including Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton departed for Yellowstone Park to start production on the picture.

In one part of "The Thundering Herd," the script calls for a spectacular stampede of the buffalo down a narrow valley. In filming this scene, both the players and staff members risked their lives. The cameras were erected behind huge embankments of rocks and trees directly in the path of the herd. When the buffalo came to the obstruction the front line of animals was unable to veer aside and was driven into the embankment by those pressing behind. In the wild scramble that followed, the photographers actually braved death in protecting their cameras and the film contained therein.

On another occasion, the action called for several of the players to ride before the onrushing herd. For this scene, the swiftest horses in the camp were chosen. Despite his bulk and awkward outer appearance, the American buffalo, we discovered, is one of the fleetest animals in this country.

When the above mentioned sequence was filmed, the riders obtained a twenty-yard start on the animals. By the time they had travelled one-eighth of a mile, the distance between them and the herd had shortened to ten yards. Many persons standing on the side-lines turned away from the scene, thinking the herd would surely overtake the riders and trample them to the ground. Fortunately, the men succeeded in steering their mounts up a narrow side canyon just as the herd thundered past.

Altogether, the seven reels of "The Thundering Herd," which will take a little over an hour to be shown on the screen took many months of heart-breaking work—work sometimes accomplished under tremendous difficulties.

### Indians Natural-Born Actors Says Authority

Indians, despite their reputation for being stolid and unemotional individuals, are natural-born actors and easily directed in motion pictures. Authority for this statement is Colonel T. J. McCoy, who has spent practically his entire life among the redskins.

Colonel McCoy had complete

### "Location Trips"

By Lois Wilson

(Paramount featured player in Zane Grey's "The Thundering Herd" which opens at the Rialto next Sunday.)

I DATE all events in my life by location trips! Just as the American Indian dates events by the moon, so I register happenings by locations used in pictures.

And right here, let me tell you a secret—no motion picture player actually enjoys a location trip. An actress may say she does—I make that statement myself, at times—but deep in her heart I believe she would much rather work at the studio.

Three location trips in my life stand out among all the others. This, perhaps, is because on each trip we suffered more than usual from the elements.

While working on James Cruze's "The Covered Wagon," the entire company suffered from both the heat and the cold on the deserts of Utah. On Irvin Willat's "North of 36," we sweltered under the scorching sun of a Texas summer. On "The Thundering Herd" location at Mammoth, California, we again suffered from the cold and exposure.

Of these three trips, the last mentioned was the most trying. Our location camp was situated in the High Sierras, eight thousand feet above sea-level and one hundred miles from the nearest town. Hardly a day passed without several members of the company suffering from a headache or an ear-ache.

To add to the discomfort, our only shelter from the weather was tents. It was impossible to haul sufficient lumber over the rough mountain trails to construct buildings. I do not think I shall ever forget the sound of the wind whistling in the pine trees outside and the snow whipping against the canvas of the tents.

Christmas day was spent by the company huddled around a tiny wood stove attempting to protect ourselves from the biting cold. For Christmas dinner we had canned pork and beans, boiled potatoes, stewed prunes and coffee with condensed milk—all served on rough wooden benches covered with red oilcloth. Never was

But now that "The Thundering Herd" is completed, the entire staff, including Director William K. Howard, Jack Holt, Noah Beery, Raymond Hatton and myself, feel that for all the hardships suffered and all the privations endured we are more than repaid. It is this satisfaction that prompts us to say we like location trips—even though we know we don't. We are happy over what we have accomplished, and that makes us forget all else.

### Talented Cast in Film Version of Epic Novel

Readers and admirers of Zane Grey's writings have something to look forward to, for Paramount has picturized one of his most famous stories, "The Thundering Herd," and the photoplay is scheduled to make its local appearance at the Rialto Theatre next Sunday.

The film version of this epic novel, which deals with a picturesque phase of early American history, was produced by William K. Howard from the screen adaptation by Lucien Hubbard.

An indication of the extreme care that went into the making of this production may be seen in the talented cast that was assembled for the various roles. When you have a group of such sterling favorites as Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton portraying the

## Zane Grey Film Recreates West of 50 Years Ago

"Thundering Herd" Proves  
Cities Today Sleepy  
Towns in 1876

AS radically as a covered wagon differs from an automobile, so a mid-western town of 1876 differs from one of the present day.

No section of the entire world has changed so much in the past fifty years as have the towns of Kansas, Missouri, Colorado, Montana and Wyoming, as motion picture directors have discovered to their cost when endeavoring to recreate for the films some vanished centre. The sleepy freighting posts of the old west are today bustling cities.

For the production of Zane Grey's "The Thundering Herd," which William K. Howard directed for Paramount, an exact replica of an old-time trading post was built. Pioneers declared it was correct in every detail, according to their memories of old towns such as Fort Worth Village, Dodge City and Salt Lake City.

The post constructed for the picture was of the stockade type with logs ten feet in height, stuck in the ground and bound together to form a square enclosure. One side of this square, fronting the roadway, was formed by the post building, a log structure like the stockade. This had a sort of platform outside with steps leading down to the street and a door and windows into the store.

In the photoplay, the town is just starting to boom, as great numbers of hunters rush to the buffalo fields. Half a dozen buildings have sprung up about the post. These buildings are occupied by dance halls and saloons.

The picture realistically portrays the adventures of two of the many caravans that started for the far west. An exciting Indian battle and a thrilling buffalo stampede are among the many dynamic scenes in this photoplay.

Naturally, the characterizations in a story of this kind are of prime importance, and Director Howard realized that when he was assembling his cast. Film fans are certain to approve his choice of such capable players as Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton.

### Snow, Snow, Everywhere So Thirsty Actor Eats It

When away from water in a cold

country, ever eat snow to quench your thirst—that is the age-old proverb of the north.

While on location in the high Sierras, filming scenes for Zane Grey's "The Thundering Herd," which William K. Howard directed for Paramount, Jack Holt completely disproved this theory.

The company was miles from civilization and water was scarce. To quench his thirst, Holt started eating snow. Some of the other film players warned him of the danger, explaining that instead of quenching one's thirst, it tends to increase it. Not only that, they told him, if sufficient snow is imbibed, it is apt to make one seriously ill.

The popular screen luminary disregarded the warning and for an entire day consumed snow to his heart's content. At the end of the day, he felt none the worse for the experience.

"The proverb is true to a certain extent," explains Holt. "Most people do not know the correct way to go about it. When one is cut off from drinking water, one should start eating snow immediately—even before one becomes thirsty. Pick out clean snow and eat a little at a time. It's a trick I learned while in Alaska mining for copper before I entered motion pictures."

In "The Thundering Herd," which is written around the old west and graphically portrays the last stand of the American buffalo and Indians against the invasion of civilization, Jack Holt shares featured honors with Lois Wilson, Noah Beery and

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# Put your box office by using these newspaper publicity stories and reviews

**T**HERE are a good many reasons why "The Thundering Herd" at the Rialto Theatre is a success and two of them are Jack Holt and Lois Wilson. This Paramount film is a picturization of the famous novel by Zane Grey.



Jack Holt and Lois Wilson  
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It is a romance of the "Old West" from the pavements of today to the trails of yesterday, from the businesses of this period to the covered wagons of 1876. All the thrills and adventures of fifty years ago are again in this glorious epic story which was filmed under the direction of William K. Howard.

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Aside from its dramatic strength "The Thundering Herd" is of its historical significance. Every American should see this picture if only to learn something of the greatness of our own American heritage.

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## Press Reviews

### (Review No. 1)

**H**ISTORY came to life in all its vivid realism last night at the Rialto Theatre. Which is merely another way of saying that "The Thundering Herd," Paramount's picturization of the powerful novel of the same name by Zane Grey, began its local engagement there and will remain for the next three days.

Those who are familiar with the story know that it is written around the winning of the west, and deals with a particularly important and violent period of American history—the rush of the pioneers in 1876 from their farms in the east to the buffalo fields of the far west.

Not a small measure of the success of the photoplay is due to the skillful adaptation of Lucien Hubbard and the directorial shrewdness of William K. Howard. There was no easy task for the transference of popular story to the screen is always ended with a good many difficulties. In this case it was accomplished successfully and the result is a, replete with adventurous action, flavored with romance and

Nothing has been omitted from the film that would contribute to an accurate and faithful portrayal of the old west. The hardships and privations of the sturdy pioneers is vividly depicted and the wholesale massacre of the great herds of buffalo is pictured with startling boldness.

The cast was evidently selected with care and the featured players, in particular, acquit themselves with considerable distinction. Jack Holt has seldom been seen to better advantage; Lois Wilson has a part to which she brings both beauty and histrionic ability; Noah Beery plays a villainous role in his usual effective style; and Raymond Hatton wins new laurels in his characterization of an experienced buffalo hunter.

Picture-goers who prefer their film fare seasoned with plenty of thrills will find this screen play much to their liking. The Indian battle is one of the tremendously exciting highlights in the picture, and the stampede of two thousand fear-maddened buffalo is certain to make even the most blasé film fan sit up and take notice.

"The Thundering Herd" is not only excellent film entertainment but it is an enduring tribute to that race of Americans too often forgotten in the hustle and bustle of this jazz age.

### (Review No. 2)

"The Thundering Herd," which made its bow last night at the Rialto

## Lois Wilson Defies Death Before Camera

### Displays Fearless Spirit During Filming of Zane Grey's New Picture

**T**HE bravest girl in the movies" is the title recently bestowed upon Lois Wilson, featured Paramount player and one of filmdom's greatest favorites.

Twice in the past four months Miss Wilson has risked her life before the camera. In Emerson Hough's "North of 36" she displayed her grit in swimming her horse across a river in the midst of four thousand milling long-horn steers.

Recently, during the filming of Zane Grey's "The Thundering Herd" which William K. Howard produced for Paramount, she gave an exhibition of courage and daring that has won her the admiration of all Hollywood.

In one scene in this production, Miss Wilson, in a wagon, is being pursued by a band of Indians. Suddenly she finds herself on the edge of a valley through which a tremendous herd of buffalo is stampeding. She has a choice of two courses. She can either give herself up to the redskins or she can drive her team in front of the herd and try to reach the other side before the animals cut off her escape.

She decides on the latter course. Half-way over the stretch, however, her wagon breaks down and she is thrown in front of the oncoming buffalo. In order to give the scene the necessary thrill it was essential that the action be timed to a second. Had Miss Wilson been injured in the wagon smash-up, or had the buffalo travelled faster than anticipated, in all probability the scene would have ended disastrously.

Fortunately no casualties resulted, and one of the mightiest episodes in the picture was successfully screened in all its thrilling realism. Besides Miss Wilson, the cast boasts such sterling players as Jack Holt, Noah Beery and Raymond Hatton.

The first local showing of this photoplay will be held next Sunday at the Rialto Theatre.

## Indians Shed Tears as Film Recalls Old Days

The belief that the Indian does not show emotion, that he does not visibly register joy or sorrow, was disproved during the making of Paramount's "The Thundering Herd."

While filming the buffalo hunt and stampede scenes for the picture, a group of Arapaho Indians, also taking part in the production, stood behind the camera and watched the action. When the buffalo thundered across the plains in one bellowing mass, tears gathered in the eyes of the red men.

The Arapahoes, loaned to Paramount from the government reservation in Wyoming, were transported to the location in Yellowstone Park by Famous Players-Lasky Corporation. It was the first time in over thirty years any of them had seen a bison. When the players rode into the maddened herd, the Indians actually cried.

Among those watching the scene was Chief-Goes-In-Lodge, age seventy-two, who took part in many real buffalo killings during the late sixties and early seventies. The Chief, an historical character of note, portrays the same role in "The Thundering Herd" that he played in real life fifty years ago.

In rounding up the herd of buffalo for the picture, the entire camp of Indians assisted. Despite the fact that they had not come in contact with the animals for more than thirty years, the red men showed greater skill in herding the buffalo than most of the white men.

Featured in the cast of "The

## Screen Star's Buffalo Pet Rivals Mary's Little Lamb

**M**ARY had a little lamb, but Jack Holt had a baby buffalo!

It was no laughing matter either, because the animal insisted on emulating the example set by Mary's devoted pet and following the popular Paramount player wherever he went.

And if the lamb embarrassed Mary by accompanying her to school, you can imagine Holt's state of mind when the buffalo persisted in trotting at his heels while he was making love to Lois Wilson!

You can take Jack's word for it, it's mighty hard to whisper sweet nothings into the shell-like ear of a beautiful leading lady when a dumb-looking animal is hanging around.

It all happened during the filming of Zane Grey's "The Thundering Herd" in which Holt shares featured honors with Miss Wilson, Noah Beery and Raymond Hatton. For certain scenes in the photoplay, William K. Howard, the director, used two thousand buffalo. One of the animals, a calf, took an immense liking to Holt—it was a case of love at first sight—and became his constant companion.

Needless to say, Jack heaved a sigh of relief when the picture was completed and the herd of buffalo, including his best pal and severest chaperon, was shipped back to the reservation.

"The Thundering Herd" is scheduled to open at the Rialto Theatre next Sunday for a three days' run.

## Villain Laughs at Formula But Saves Frozen Left Ear

Rubbing snow on a frozen member of the body to prevent it from dropping off is an old wives' tale, according to Noah Beery, Paramount featured player and screen villain par excellence.

When Beery froze his left ear while on location in the High Sierras filming scenes for Zane Grey's "The Thundering Herd," which William K. Howard recently produced for Paramount, the entire unit advised him to rub it with snow, according to the age-old formula.

Beery laughed at the advice. Entering his cabin, he put the frozen ear directly over the stove, while horrified onlookers expected to see it

drop off any minute. At the end of half an hour, the ear was completely thawed and the screen actor was none the worse for the experience.

When questioned about the incident, Beery said: "The idea that a frozen ear or arm will drop off if not rubbed with snow contains about as much truth as the belief that birch bark, peeled in the full of the moon, will cure rheumatism. Both are ridiculous."

Featured in the cast of "The Thundering Herd" are Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton.

## "The Thundering Herd" Is Historical Action Romance

"The Thundering Herd," which opened a three days' run at the Rialto last night is bound to appeal to all levels of humanity. It will be hailed with the keenest delight by the average movie-goer because it contains some brand new thrills and bristles with exciting action. It will meet with the universal favor of the younger generations because it combines just the right proportions of drama and romance. And it is certain to attract the scholar and student because of its historical background.

The picture is based on Lucien Hubbard's adaptation of Zane Grey's famous novel, and is a story of the lawless west of 1870-76, when vast



confronted was securing a sufficient number of animals to put over the tremendously big scenes effectively. Men from the studio location department scoured the country in search of a large herd. After many weeks they returned with the report that in Yellowstone National Park, Wyoming, there were several big herds scattered over the reservation. Permission was then obtained to band these herds into one great body. This in itself was a prodigious task and took several weeks.

Once the animals were herded, a big company from the Paramount studio including Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton departed for Yellowstone Park to start production on the picture.

In one part of "The Thundering Herd," the script calls for a spectacular stampede of the buffalo down a narrow valley. In filming this scene, both the players and staff members risked their lives. The cameras were erected behind huge embankments of rocks and trees directly in the path of the herd. When the buffalo came to the obstruction the front line of animals was unable to veer aside and was driven into the embankment by those pressing behind. In the wild scramble that followed, the photographers actually braved death in protecting their cameras and the film contained therein.

On another occasion, the action called for several of the players to ride before the onrushing herd. For

this scene, the swiftest horses in the camp were chosen. Despite his bulk and awkward outer appearance, the American buffalo, we discovered, is one of the fleetest animals in this country.

When the above mentioned sequence was filmed, the riders obtained a twenty-yard start on the animals. By the time they had travelled one-eighth of a mile, the distance between them and the herd had shortened to ten yards. Many persons standing on the side-lines turned away from the scene, thinking the herd would surely overtake the riders and trample them to the ground. Fortunately, the men succeeded in steering their mounts up a narrow side canyon just as the herd thundered past.

Altogether, the seven reels of "The Thundering Herd," which will take a little over an hour to be shown on the screen took many months of heart-breaking work—work sometimes accomplished under tremendous difficulties.

## Indians Natural-Born Actors Says Authority

Indians, despite their reputation for being stolid and unemotional individuals, are natural-born actors and easily directed in motion pictures. Authority for this statement is Colonel T. J. McCoy, who has spent practically his entire life among the redskins.

Colonel McCoy had complete charge of the hundreds of Indians appearing in "The Thundering Herd," the film version of Zane Grey's great novel of the same name.

"Once you get the Indians to understand what they are expected to do," Colonel McCoy says, "they get into the spirit of the scenes and do their acting perfectly. They are not camera conscious and play their roles with abandon just as though they really were holding a council or going on the war-path."

But an Indian cannot conceive of a person being a different character than he actually is, Colonel McCoy points out. When he acts he does just as he himself would do in the actual circumstances.

An Indian gets boyish pleasure out of seeing himself in motion pictures, and doesn't try to conceal the fact. When he gets a "still" photograph of himself in some scene, he will study it for hours, show it to all his friends and treasure it as a thing of great value.

When they see themselves on the screen they applaud and cheer like a group of small boys.

A huge camp of Arapaho Indians was used during the production of "The Thundering Herd." They were loaned to Paramount by the officials in charge of the United States reservation in Wyoming. Colonel McCoy was their "boss" from the day they left the reservation until they returned.

During all the scenes in which the Indians took part, he was at the side of Director William K. Howard and interpreted in the Indian sign language all of the director's orders.

Featured players in "The Thundering Herd" are Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton.

perhaps, is because on each trip he suffered more than usual from the elements.

While working on James Cruze's "The Covered Wagon," the entire company suffered from both the heat and the cold on the deserts of Utah. On Irvin Willat's "North of 36," we sweated under the scorching sun of a Texas summer. On "The Thundering Herd" location at Mammoth, California, we again suffered from the cold and exposure.

Of these three trips, the last mentioned was the most trying. Our location camp was situated in the High Sierras, eight thousand feet above sea-level and one hundred miles from the nearest town. Hardly a day passed without several members of the company suffering from a headache or an ear-ache.

To add to the discomfort, our only shelter from the weather was tents. It was impossible to haul sufficient lumber over the rough mountain trails to construct buildings. I do not think I shall ever forget the sound of the wind whistling in the pine trees outside and the snow whipping against the canvas of the tents.

Christmas day was spent by the company huddled around a tiny wood stove attempting to protect ourselves from the biting cold. For Christmas dinner we had canned pork and beans, boiled potatoes, stewed prunes and coffee with condensed milk—all served on rough wooden benches covered with red oilcloth. Never was

But now that "The Thundering Herd" is completed, the entire staff, including Director William K. Howard, Jack Holt, Noah Beery, Raymond Hatton and myself, feel that for all the hardships suffered and all the privations endured we are more than repaid. It is this satisfaction that prompts us to say we like location trips—even though we know we don't. We are happy over what we have accomplished, and that makes us forget all else.

## Talented Cast in Film Version of Epic Novel

Readers and admirers of Zane Grey's writings have something to look forward to, for Paramount has pictured one of his most famous stories, "The Thundering Herd," and the photoplay is scheduled to make its local appearance at the Rialto Theatre next Sunday.

The film version of this epic novel, which deals with a picturesque phase of early American history, was produced by William K. Howard from the screen adaptation by Lucien Hubbard.

An indication of the extreme care that went into the making of this production may be seen in the talented cast that was assembled for the various roles. When you have a group of such sterling favorites as Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton portraying the featured parts, and such competent supporting players as Charles Ogle, Eulalie Jensen, Lillian Leighton and a host of others equally well known, you may rest assured that justice has been done to the characters in the story.

"The Thundering Herd," as those who have read the book know, centers around the sturdy pioneers and hardy settlers who blazed a trail to the far west in the historic rush to the buffalo fields of Wyoming and Montana in 1876.

In particular it details the stirring adventures of Tom Doan, a stalwart Kansas youth, who joins a party of hide-hunters to whose lot there fall many exciting experiences before they finally reach their destination. Tom's personal troubles begin when he falls in love with Milly Fayre, who is under the guardianship of her stepfather, a man with a notorious reputation.

The startling developments that follow when Tom comes into open conflict with Milly's stepfather provide several dramatic surprises which picture-goers are certain to enjoy. Two of the many big scenes in the production include a terrific Indian battle and a stampede of two thousand fear-crazed buffalo.

## "Thundering Herd" Here

The Zane Grey-Paramount production, "The Thundering Herd," directed by William K. Howard and featuring Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton, opens today at the . . . . . Theatre.

The story is one of the West in 1876.

The post constructed for the picture was of the stockade type with logs ten feet in height, stuck in the ground and bound together to form a square enclosure. One side of this square, fronting the roadway, was formed by the post building, a log structure like the stockade. This had a sort of platform outside with steps leading down to the street and a door and windows into the store.

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"The proverb is true to a certain extent," explains Holt. "Most people do not know the correct way to go about it. When one is cut off from drinking water, one should start eating snow immediately—even before one becomes thirsty. Pick out clean snow and eat a little at a time. It's a trick I learned while in Alaska mining for copper before I entered motion pictures."

In "The Thundering Herd," which is written around the old west and graphically portrays the last stand of the American buffalo and Indians against the invasion of civilization, Jack Holt shares featured honors with Lois Wilson, Noah Beery and Raymond Hatton.

## Paramount Picture Helps Indians Discover Pacific

On September 25, 1513, Balboa first gazed upon the vast expanse of water lying west of the Americas and christened it "Pacific."

On December 24, 1924, over four centuries later, several hundred Arapaho Indians, from the United States reservation in Wyoming, saw it for the first time.

The red men, who were taking part in the film production of Zane Grey's "The Thundering Herd," which William K. Howard directed for Paramount, expressed a desire to see the ocean before going back to the reservation. Officials at the Paramount studio granted the request.

Upon their arrival at the ocean, the Indians cast gifts into the water and offered a prayer of thanks to the Great Spirit. The balance of the day was spent gathering shells and stones along the beach to carry back with them.

In the picture the Indians were used to reproduce a great Indian massacre which took place in Montana in the early days.

"The Thundering Herd" is written around the making of the west. One of the many thrilling scenes shows the stampede of a herd of two thousand buffalo. It is these animals which furnish the backbone of the story. The film realistically pictures the wholesale slaughter of the American bison and explains the vanishing of the vast thundering herds which roamed the plains in 1876.

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It is a romance of the old west that will carry one's thoughts of today to the days of yesteryear, from the limbo of the covered wagon to the covered wagon again in this glorious epic story under the direction of Howard.

The picture depicts many caravans of the west to hunt themselves in the caravan as Jack Holt and Charles Lois Wilson, Noah Beery, son's guardian, she endeavors to love with her, tries

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The picture is packed to finish with thrilling dynamic action. Two scenes in the production show a terrific battle between Indians and a handful of white men, and a mad stampede of fear-crazed buffalo.

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### Historic Rush of '76 Reproduced in New Film

Two great "rush" across the continent mark the West's development. The first was the rush of the forty-niners from the East to the gold-fields of California and the free lands of Oregon. The second was the rush of '76 by the farmers of the Mississippi valley to the buffalo fields of Montana and Wyoming.

It is this latter rush that forms the theme of Zane Grey's "The Thundering Herd," which will be directed for Paramount at the Rialto Theatre where it opens for a three days' run.

The picture recreates the old west of fifty years ago. Throughout the mid-west, huge herds of buffalo spread in the spring of 1876, news as much as three dollars each in the east. Immediately there was a rush. Persons from all over the country started for the buffalo fields. Perhaps the greatest influx was from Illinois, Indiana and Ohio.

The story of "The Thundering Herd" tells of the journey of a group of hardy men and women from their farms in the east to the vast uncivilized territory of the west—of the hardships they suffered, the dangers they encountered, the obstacles they overcame and of their ultimate success when they arrived at their destination.

The picture is packed from start to finish with thrilling incidents and dynamic action. Two scenes in the production show a terrific battle between five hundred Indians and a handful of white men, and a mad stampede of fear-crazed buffalo.

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"The Thundering Herd," which made its bow last night at the Rialto Theatre is a vigorous mixture of entertainment and instruction, of history and fiction. It has tremendous dramatic value, yet the thrilling story it narrates, the adventures and incidents it unfolds and the scenes it pictures are based upon facts that are historically true.

The photoplay was adapted from the absorbing novel of the same name by Zane Grey and centers around the glamorous and colorful days of 1876. Mr. Grey knows the west in the early days as do few others, and Lucien Hubbard, who scenarized the story and William K. Howard who directed it have been careful to follow the novel down to its minutest details.

Instead of viewing a plain dotted with cities, ranches and cement roads, the film shows us the west as it was fifty years ago—a vast wilderness, ranged by great herds of buffalo, over-run by wolves, bears and mountain lions and inhabited by fierce, nomadic Indians.

Interwoven with the theme of the story which concerns the long drive that was begun in '76 to the buffalo fields of Wyoming and Montana, is a virile romance, the principals of which are Jack Holt and Lois Wilson. The development of this love affair which is hindered by Miss Wilson's guardian, Noah Beery, and the sufferings and privations of the early settlers provides enough action, drama and suspense for a half a dozen photoplays. The last big Indian attack upon the whites and the exciting stampede of a vast herd of buffalo furnish two of the many dynamic scenes for this epic picture.

As for the cast, besides those featured players already mentioned, it includes Raymond Hatton who also portrays a leading role, Charles Ogle, Lillian Leighton, Eulalie Jensen, Ed Brady and several hundred minor characters.

denly she finds herself on the edge of a valley through which a tremendous herd of buffalo is stampeding. She has a choice of two courses. She can either give herself up to the redskins or she can drive her team in front of the herd and try to reach the other side before the animals cut off her escape.

She decides on the latter course. Half-way over the stretch, however, her wagon breaks down and she is thrown in front of the oncoming buffalo. In order to give the scene the necessary thrill it was essential that the action be timed to a second. Had Miss Wilson been injured in the wagon smash-up, or had the buffalo travelled faster than anticipated, in all probability the scene would have ended disastrously.

Fortunately no casualties resulted, and one of the mightiest episodes in the picture was successfully screened in all its thrilling realism. Besides Miss Wilson, the cast boasts such sterling players as Jack Holt, Noah Beery and Raymond Hatton.

The first local showing of this photoplay will be held next Sunday at the Rialto Theatre.

### Indians Shed Tears as Film Recalls Old Days

The belief that the Indian does not show emotion, that he does not visibly register joy or sorrow, was disproved during the making of Paramount's "The Thundering Herd," which William K. Howard produced from Zane Grey's gripping historical novel.

While filming the buffalo hunt and stampede scenes for the picture, a group of Arapaho Indians, also taking part in the production, stood behind the camera and watched the action. When the buffalo thundered across the plains in one bellowing mass, tears gathered in the eyes of the red men.

The Arapahoes, loaned to Paramount from the government reservation in Wyoming, were transported to the location in Yellowstone Park by Famous Players-Lasky Corporation. It was the first time in over thirty years any of them had seen a bison. When the players rode into the maddened herd, the Indians actually cried.

Among those watching the scene was Chief-Goes-In-Lodge, age seventy-two, who took part in many real buffalo killings during the late sixties and early seventies. The Chief, an historical character of note, portrays the same role in "The Thundering Herd" that he played in real life fifty years ago.

In rounding up the herd of buffalo for the picture, the entire camp of Indians assisted. Despite the fact that they had not come in contact with the animals for more than thirty years, the red men showed greater skill in herding the buffalo than most of the white men.

Featured in the cast of "The Thundering Herd" are Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton.

### Screen Players Prove Expert Fire-Fighters

One thousand firemen at one fire! Such was the situation when the shack occupied by Jack Holt and Noah Beery caught fire while on location in the High Sierras filming "The Thundering Herd." When the alarm sounded the entire Paramount company, about one thousand players, turned out en masse and formed a bucket brigade.

Fifteen minutes after the blaze was discovered it was completely extinguished. The fire originated when hot stones in the fire-place ignited the dry logs forming the framework of the building.

Among the amateur fire-fighters were William K. Howard, under whose direction the cinema version of Zane Grey's story was produced, and Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton—the four featured players in the picture.

### Want to be a Film Director? Then Learn to Speak Buffalo

Directing two thousand bearded actors that could not speak or understand any language was one of the many difficult feats accomplished by William K. Howard, Paramount director.

The actors, a huge herd of American buffalo, were used in filming the hunt and stampede sequences in Zane Grey's "The Thundering Herd." An entire company of players and staff members was on location in Yellowstone Park for more than four weeks photographing the animals.

factor, used two thousand buffalo. One of the animals, a calf, took an immense liking to Holt—it was a case of love at first sight—and became his constant companion.

Needless to say, Jack heaved a sigh of relief when the picture was completed and the herd of buffalo, including his best pal and severest chaperon, was shipped back to the reservation.

"The Thundering Herd" is scheduled to open at the Rialto Theatre next Sunday for a three days' run.

### Villain Laughs at Formula But Saves Frozen Left Ear

Rubbing snow on a frozen member of the body to prevent it from dropping off is an old wives' tale, according to Noah Beery, Paramount featured player and screen villain par excellence.

When Beery froze his left ear while on location in the High Sierras filming scenes for Zane Grey's "The Thundering Herd," which William K. Howard recently produced for Paramount, the entire unit advised him to rub it with snow, according to the age-old formula.

Beery laughed at the advice. Entering his cabin, he put the frozen ear directly over the stove, while horrified onlookers expected to see it

drop off any minute. At the end of half an hour, the ear was completely thawed and the screen actor was none the worse for the experience.

When questioned about the incident, Beery said: "The idea that a frozen ear or arm will drop off if not rubbed with snow contains about as much truth as the belief that birch bark, peeled in the full of the moon, will cure rheumatism. Both are ridiculous."

Featured in the cast of "The Thundering Herd" are Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton.

### "The Thundering Herd" Is Historical Action Romance

"The Thundering Herd," which opened a three days' run at the Rialto last night is bound to appeal to all levels of humanity. It will be hailed with the keenest delight by the average movie-goer because it contains some brand new thrills and bristles with exciting action. It will meet with the universal favor of the younger generations because it combines just the right proportions of drama and romance. And it is certain to attract the scholar and student because of its historical background.

The picture is based on Lucien Hubbard's adaptation of Zane Grey's famous novel, and is a story of the lawless west of 1870-76, when vast herds of buffalo roamed the plains and the Indian war cry was a thing of terror.

Briefly, it deals with the hardships of a caravan of pioneers who abandon their farms in the middle west and make a drive for the buffalo fields of Wyoming and Montana, at that time a wilderness inhabited by hostile Indians. More particularly, the story concerns the romance of Tom Doane and Milly Fayre—a romance which exemplifies the truth of that old adage, "the course of true love never did run smooth."

The exciting adventures of the pioneers which culminate in a terrific battle with the Indians, and the harrowing experiences of the young lovers which reach a smashing climax during a spectacular stampede of two thousand maddened buffalo, provide a choice assortment of dynamic thrills for audiences to enjoy.

Acting honors fall to the lot of Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton, who effectively portray the leading roles. The entire production reflects great credit on William K. Howard, who directed the picture.

In many of the stampede scenes, players, director and cameramen risked their lives to secure the desired effects for the screen. The buffalo are in the same wild state they were fifty years ago and will attack anyone who is not mounted.

The featured players who take part in the picture include Jack Holt, Lois Wilson, Noah Beery and Raymond Hatton.





# Zane Grey's "The Thundering Herd"

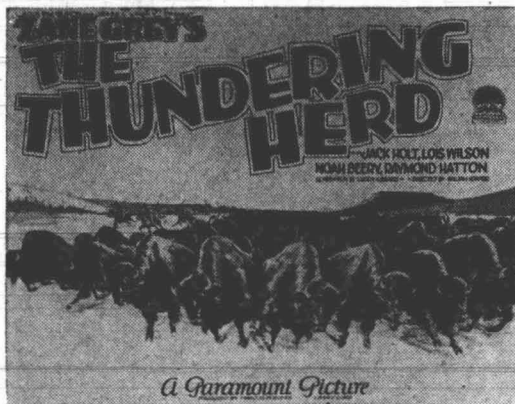
## PARAMOUNT PAPER THAT P

"If It's Worth Running, It's Worth

### It's Colored

## INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



SET OF EIGHT COLORED LOBBY CARDS

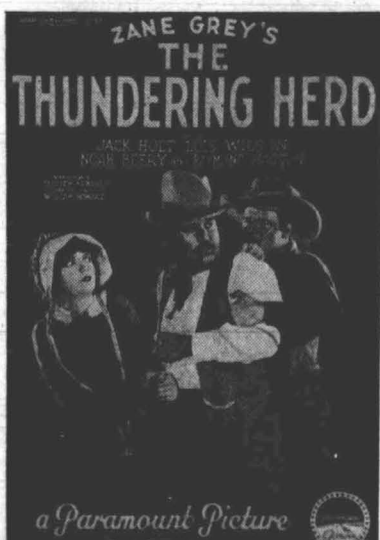
## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising POSTERS		Supplementary (Two Column) (Adv. Only)...	
One Sheet (1A and 1B).....	.45	Three Column .....	.15
Three Sheet (3A and 3B).....	.45	Four Column (Adv. Only).....	.25
Six Sheet (6A).....	.75	Seven Column (Full Page).....	.50
Twenty-four Sheet (24A).....	2.40	FOR GENERAL EXPLOITATION	
3' x 10' Banner .....	2.00	GILT-EDGED FRAMES, (Size 17 x 43 in.)..	1.50
PHOTOS FOR YOUR LOBBY		Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 (Colored) .....	.40	22 x 28 Gilt Frames .....	1.50
11 x 14-Set of Eight (Colored).....	.60	Heralds, per thousand .....	3.00
For Newspaper Ads		Rotogravure Magazine, per thousand.....	7.50
ADVERTISING CUTS		Press Book Double Books Each.....	.65
One Column .....	.35	Window Card .....	.07
Two Column .....	.65	Announcement Slide .....	.15
Supplementary (Two Column).....	.25	Publicity Photos, Each.....	.10
MATS, ADVERTISING, PRODUCTION, ETC.		Trailers—National Screen Service	
One Column .....	.05	126 W. 46th St., New York City	
Two Column .....	.10	845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.



Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!





# ey's "The Thundering Herd"

## ER THAT PACKS THE PUNCH

orth Running, It's Worth Advertising"



### It's Colored

## INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



CLASSY LOBBY PHOTOS—EACH 11" x 14"

## WINDOW CARD

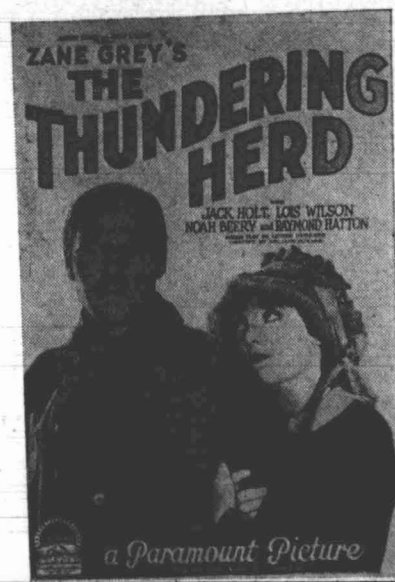
On the left is a reproduction of the window card on "The Thundering Herd."

The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece, you'll surely want a lot of them to distribute in your local stores.

Your exchange has samples.

Put the picture over the top by putting posters over the town. Here are real business-getters!







## SET OF EIGHT COLORED LOBBY CARDS

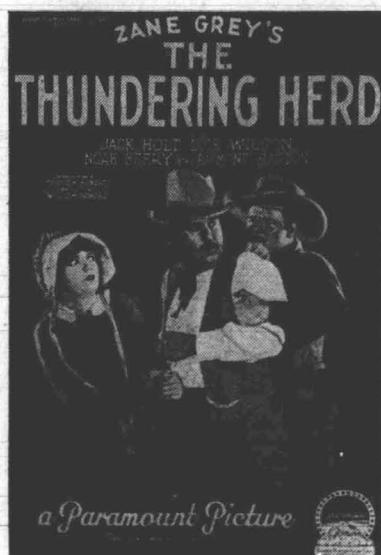
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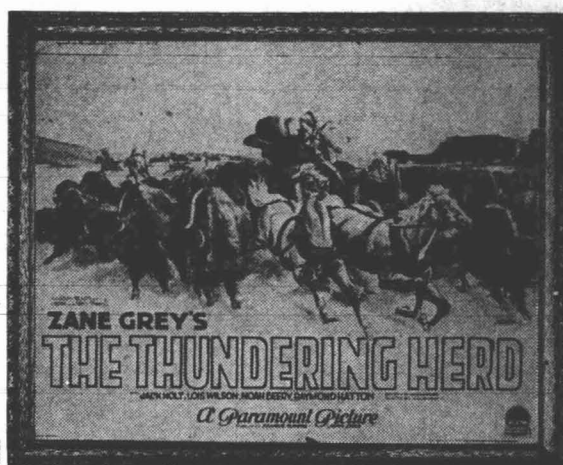
For Outdoor Advertising		Supplementary (Two Column) (Adv. Only)...	
POSTERS		Three Column	.15
One Sheet (1A and 1B).....	\$.45	Four Column (Adv. Only).....	.25
Three Sheet (3A and 3B).....	.45	Seven Column (Full Page).....	.50
Six Sheet (6A).....	.75	FOR GENERAL EXPLOITATION	
Twenty-four Sheet (24A).....	2.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)...	1.50
3' x 10' Banner.....	2.00	Insert Cards (14 x 36 in. to fit above).....	.25
PHOTOS FOR YOUR LOBBY		22 x 28 Gilt Frames.....	1.50
22 x 28 (Colored).....	.40	Heralds, per thousand.....	3.00
11 x 14 Set of Eight (Colored).....	.60	Rotogravure Magazine, per thousand.....	7.50
ADVERTISING CUTS		Paramount Double Bank, Each.....	.95
One Column.....	.35	Window Card.....	.07
Two Column.....	.65	Announcement Slide.....	.15
Supplementary (Two Column).....	.25	Publicity Photos, Each.....	.10
MATS, ADVERTISING, PRODUCTION, ETC.		Trailers—National Screen Service	
One Column.....	\$.05	126 W. 46th St., New York City	
Two Column.....	.10	845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.



One Sheet Poster 1A

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



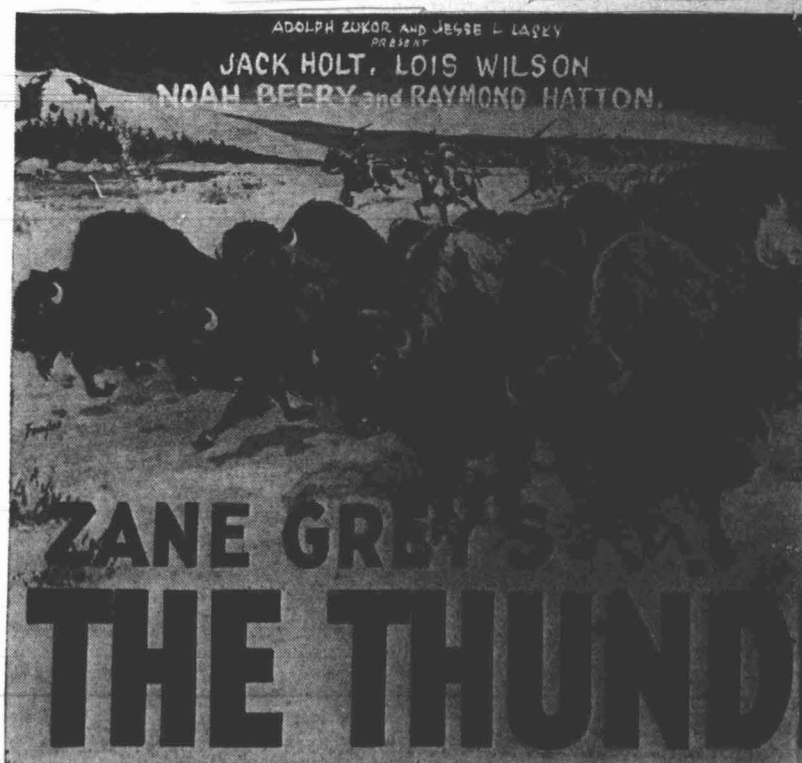
Colored Lobby Card (22" x 28")



Six Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



**THE THUNDERING HERD**  
JACK HOLTE LOIS WILSON  
 NOAH BEERY RAYMOND HATTON



*a  
 Paramount  
 Picture*



*a  
 Paramount  
 Picture*

CLASSY LOBBY PHOTOS—EACH 11" x 14"

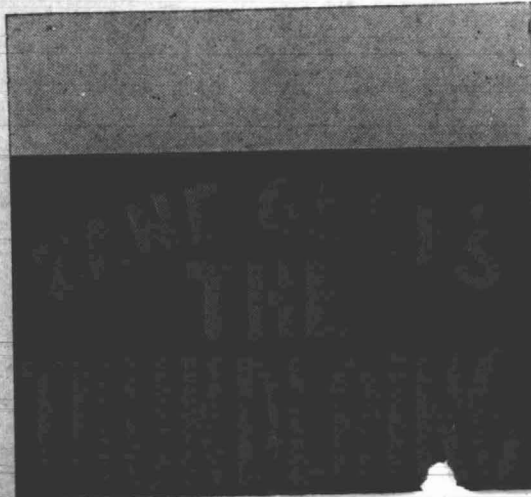
## WINDOW CARD

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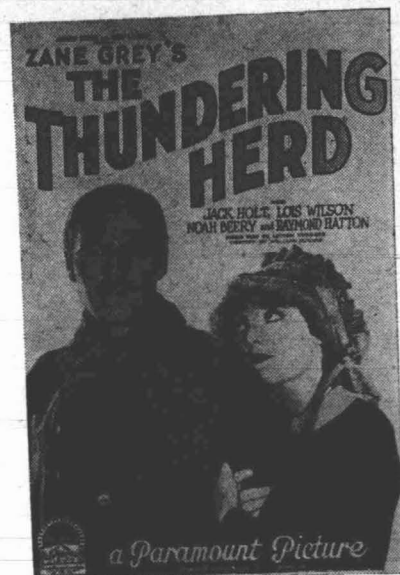
Your exchange has samples.



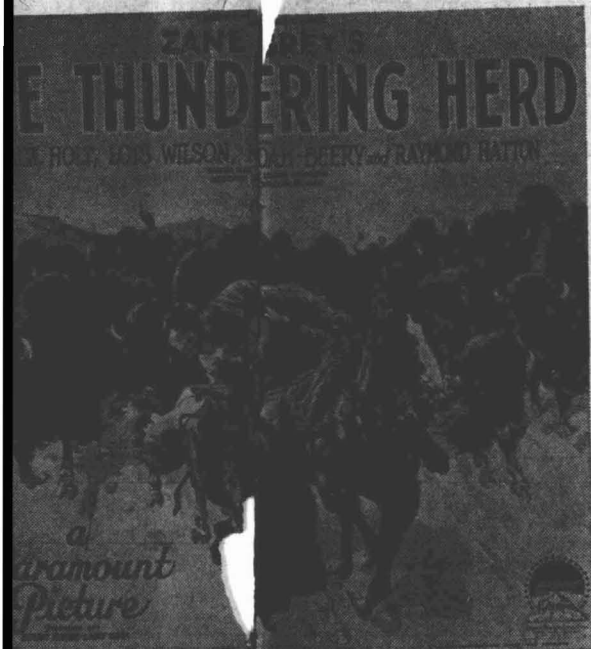
Put the picture over the top by putting posters over the town. Here are real business-getters!



Announcement Slide



One Sheet Poster 1B



Six Sheet Poster 6A



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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